

ABSTRACT

A system and method for expediting the provisioning of goods/services to a user by providing directions from a current location for the user to a destination associated with an address embedded within or transmitted in conjunction with a programming signal. The system also utilizes user identifiers, payment information, user preferences and delivery instructions to expeditiously provide the goods/services to the user upon the user's arrival at the destination. The address provides an indication to an online information provider and/or a database within which a listing of goods/services provided by the provider and a listing of locations providing the goods/services. By comparing the various locations of the destination against the current location of the user, preferably determined using Global Positioning System data, the present invention determines which location of the destination is closest and provides directions thereto. Additionally, the present invention may be configured to utilize a Mobile Transaction Enabling System (MOTES) for automatically communicating payment and other information for a user to a provider.